

in New York: 79 Fifth Avenue
New York, New York 10003
212 807-4000

Chiat/Day/Mojo

"Players Project"

Update July 7, 1989

Key Development Steps

January - June '89

1. "Towards A Strategy" - January 24th
2. "The Opportunity" - March 3rd
3. Creative Development Research - June 16th
4. Updated Creative Strategy - June 29th

2043967141